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| Abstract |
| Telecommunication sector has immense potential in the economy of Bangladesh. Mobile phone users have been increasing. Due to lack of skilled manpower, operators fail to provide quality services among the users which can be an obstacle for the growth of mobile sector. Therefore, training programs were conducted for the employees in order to improve their skill in improving customer service activities. The training program mainly focuses on the female employees as they are in backward position as compared to the male. This study aims to assess the employees’ perceptions whether their ability to provide customer services increased after participating in the training program. About four hundred female employees were taken as sample for this study using simple random technique. Logit model was used to examine the influence of socioeconomic variables on the dichotomous dependent variable. The study results indicate that training program had a positive impact on the performance of the female employees. |
| Sustainable Development Goal(s) (SDG) |
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